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ROBERT H. FRANTZ, REGISTERED US PATENT AGENT

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TO: Examiner Robert E. Rhode, Jr.  
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GAU 3625  
Fax: 703-872-9306 (Central Fax Server)

FROM: Robert H. Frantz  
Franklin Gray Patents, LLC  
Tel: 405-812-5613  
Fax: 405-440-2465

DATE: Mar. 23, 2005

PAGES: 9 (inclusive)

In re the Application of:

Carl Phillip Gusler )

Serial Number: 09/864,113 )

Group: 3625

Docket Number: AUS920010251US1 )

Examiner: Robert E. Rhode, Jr.

Filed on: 5/24/2001 )

For: "Online Shopping Mall Virtual )

Association" )

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**RESPONSE TO OFFICE ACTION UNDER 37 CFR §1.111**

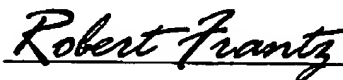
Assistant Commissioner for Patents

Washington, DC 20231

Sir:

Responsive to the Official Action dated December 27, 2004, please receive our reply and amendment. Reconsideration of the rejections of the Office Action is hereby requested.

Respectfully submitted,



Robert H. Frantz, Registration No. 42,553  
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Tel: 405-812-5613, Fax: 405-440-2465

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Carl Phillip Gusler

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**Section I:**

**AMENDMENT UNDER 37 CFR §1.121 to the  
CLAIMS**

No amendments to the claims are made in this reply. The claims remain in the state as last amended on November 9, 2004.

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**Section II:**  
**AMENDMENT UNDER 37 CFR §1.121 to the**  
**SPECIFICATION**

None.

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**Section III:**  
**AMENDMENT UNDER 37 CFR §1.121 to the**  
**DRAWINGS**

No amendments or changes to the Drawings are proposed.